



Storm Communications
T: 020 7240 2444
E: procarton@stormcom.co.uk

Carton Awards E-vent to take place online for 2021

For the second year in a row, the prestigious Pro Carton Awards will take place online due to the continued restrictions imposed across Europe by the COVID-19 pandemic. The E-vent, which will be presented live from London, will take place on 6th September 2021 at 16h00 CET.

Hosted jointly by Pro Carton and The European Carton Makers Association (ECMA), it will be a celebration of the 2021 carton industry award winners – including those who scooped the European Carton Excellence Award, the Pro Carton Young Designers Award and the Pro Carton Student Video Award – and will feature presentations from both associations, as well as a quiz and interaction with the award winners.



Anyone with an interest in marketing, packaging and design – from brand owners and retailers to students, teachers and the media - is welcome to join the whole of the folding cartons industry as it celebrates the very best in innovation.

Commenting on the E-vent, Tony Hitchin, General Manager of Pro Carton said: “We are very much looking forward to welcoming you to our virtual event on 6th September. We had over 1200 join us last year and this year’s E-vent should be just as entertaining. Despite the ongoing challenges brought about by COVID-19, our award winners have succeeded in coming up with some ground-breaking



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innovations, and we are incredibly excited to share these with the industry. We can't wait to see everyone there!"

To register for the 2021 E-vent, visit <https://www.cartoneventawards.com/>

Ends

Find hi-res images at: [LINK](#)

For more information on the benefits of carton and cartonboard, visit www.procarton.com or join the discussion on social media:

Follow Pro Carton on Twitter: [www.twitter.com/pro_carton](https://twitter.com/pro_carton)

Like the Pro Carton Facebook page: www.facebook.com/procartoneurope/

Join the discussion on LinkedIn: <https://uk.linkedin.com/company/pro-carton>

Visit the Pro Carton Pinterest board: www.pinterest.co.uk/procarton/

Notes to editors:

For further information, please contact the Pro Carton press office on +44 (0) 20 7240 2444 or procarton@stormcom.co.uk

About Pro Carton

Pro Carton is the European Association of Carton and Cartonboard manufacturers. Its main purpose is to promote the use of cartons and cartonboard as an economically and ecologically balanced packaging medium. www.procarton.com

What is cartonboard?

Cartonboard is a multilayer paper-based material with, usually, three or more layers of fibre derived from wood, or recycled materials such as paper or cartonboard. It is often used in packaging to make cartons for everyday products, such as breakfast cereals, frozen foods, luxury fragrances and pharmaceuticals.

EXAMPLES OF CARTONS MADE FROM CARTONBOARD:



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Is cartonboard the same as cardboard?

Cardboard is a generic term and, whilst cartonboard is a type of cardboard, it is different from 'corrugated cardboard' which is a firmer, heavy-duty paper-based packaging commonly used for transport (like Amazon parcels). In contrast, Cartons are always printed often with high quality graphics and special varnishes and finishes. Liquid packaging board (e.g. Tetra Pak) used to hold milk and fruit juice is not categorised as cartonboard.



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EXAMPLES OF PACKAGING THAT ARE NOT CARTONBOARD:



Liquid packaging



Corrugated